

REMARKS

In response to the final Office action mailed December 12, 2008, the Examiner's claim rejections have been considered. Applicant respectfully traverses all rejections regarding all pending claims and earnestly solicit allowance of these claims.

1. Interview Summary

Applicant's counsel would like to thank the Examiner for participating in a telephonic interview held on March 17, 2009. During the interview, the rejection of claim 1 as being anticipated by Wong was discussed. A proposed amendment was suggested by Applicant's counsel that included amending claim 1 to recite "a spatial display component configured to display a spatial graphic of at least part of the physical layout of a commercial premise of a merchant." The Examiner agreed that this amendment would overcome the rejection of claim 1 as being anticipated by Wong. However, the Examiner stated that he would have to conduct another search with respect to the amended claims.

2. Claim Rejection – 35 U.S.C. § 102 – Claims 1-14

The Examiner has rejected claims 1-14 under 35 U.S.C. § 102(b) as being anticipated by Wong.

Applicant respectfully traverses this rejection. For the sake of brevity, the rejections of the independent claims 1 and 8 are discussed in detail on the understanding that the dependent claims are also patentably distinct over the cited references, as they depend directly from their respective independent claims. Nevertheless, the dependent claims include additional features that, in combination with those of the independent claims, provide further, separate and independent bases for patentability.

Claim 1 has been amended by now reciting "a spatial display component configured to display a spatial graphic of at least part of the physical layout of a commercial premise of a merchant." (emphasis added). Also, claim 8 has similarly been amended to now recite "displaying a spatial graphic of at least part of the physical layout of a commercial premise of a merchant." (emphasis added). As the Examiner agreed during the telephonic interview on March 17, 2009, Wong does not disclose displaying a spatial graphic of the physical layout of a

commercial premise, as now recited in claims 1 and 8. Therefore, claims 1 and 8, and those claims that depend therefrom, are not anticipated by Wong.

Applicant respectfully notes that dependent claims 2, 3, 9 and 10 have been amended to keep the claim language consistent with the amendments made in independent claims 1 and 8. Further, claims 7 and 14 were amended to correct typographical errors.

CONCLUSION

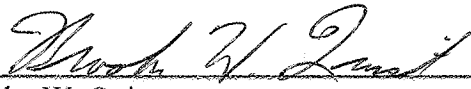
Applicant has made an earnest and *bona fide* effort to clarify the issues before the Examiner and to place this case in condition for allowance. Reconsideration and allowance of claims 1-14 is believed to be in order, and a timely Notice of Allowance to this effect is respectfully requested.

The Commissioner is hereby authorized to charge the fees indicated in the Fee Transmittal, any additional fee(s) or underpayment of fee(s) under 37 CFR 1.16 and 1.17, or to credit any overpayments, to Deposit Account No. 194293, Deposit Account Name STEPTOE & JOHNSON LLP.

Should the Examiner have any questions concerning the foregoing, the Examiner is invited to telephone the undersigned attorney at (310) 734-3200. The undersigned attorney can normally be reached Monday through Friday from about 9:00 AM to 6:00 PM Pacific Time.

Respectfully submitted,

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